

A topographic map of the San Francisco Bay Area, showing the bay, surrounding mountains, and major cities. The map is in grayscale and serves as a background for the title text.

# MOBILITY IN THE SAN FRANCISCO BAY AREA

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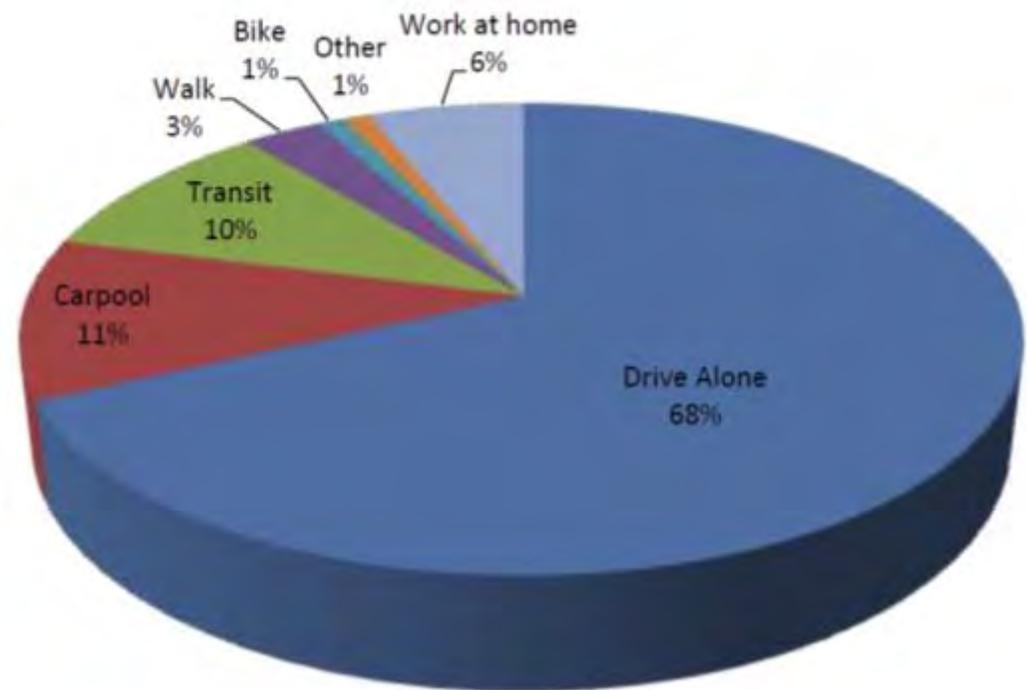
**ITS World Congress, Tokyo, Japan**  
Session ES10 - ITS Enabling Next Generation Mobility  
October 17, 2013





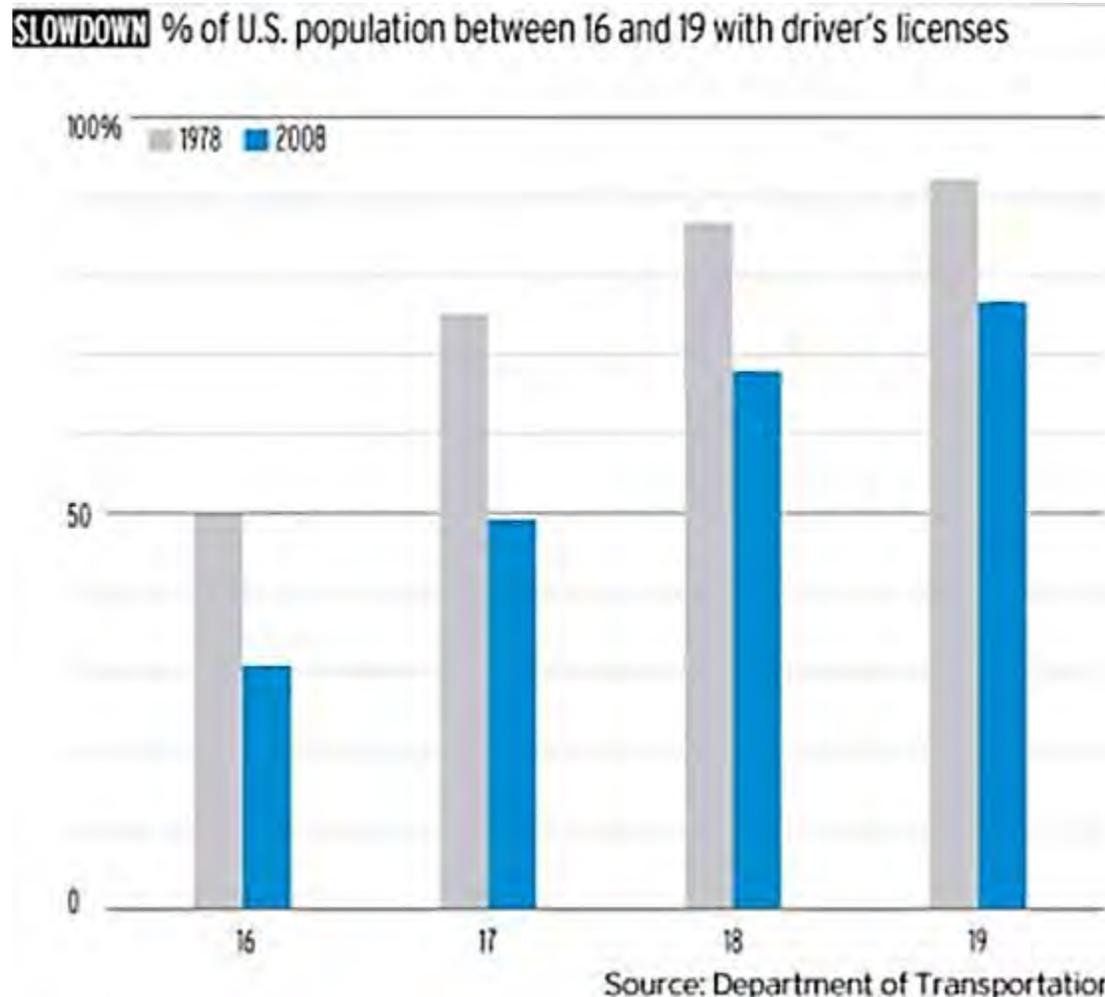
# Bay Area Transportation Basics

- 4.6 million cars
- Eight toll bridges
- 1,420 miles of highway
- 450 miles of carpool lanes
- 20,000 miles of local streets and roads
- 28 transit agencies
- 6<sup>th</sup> most congested region in the U.S.

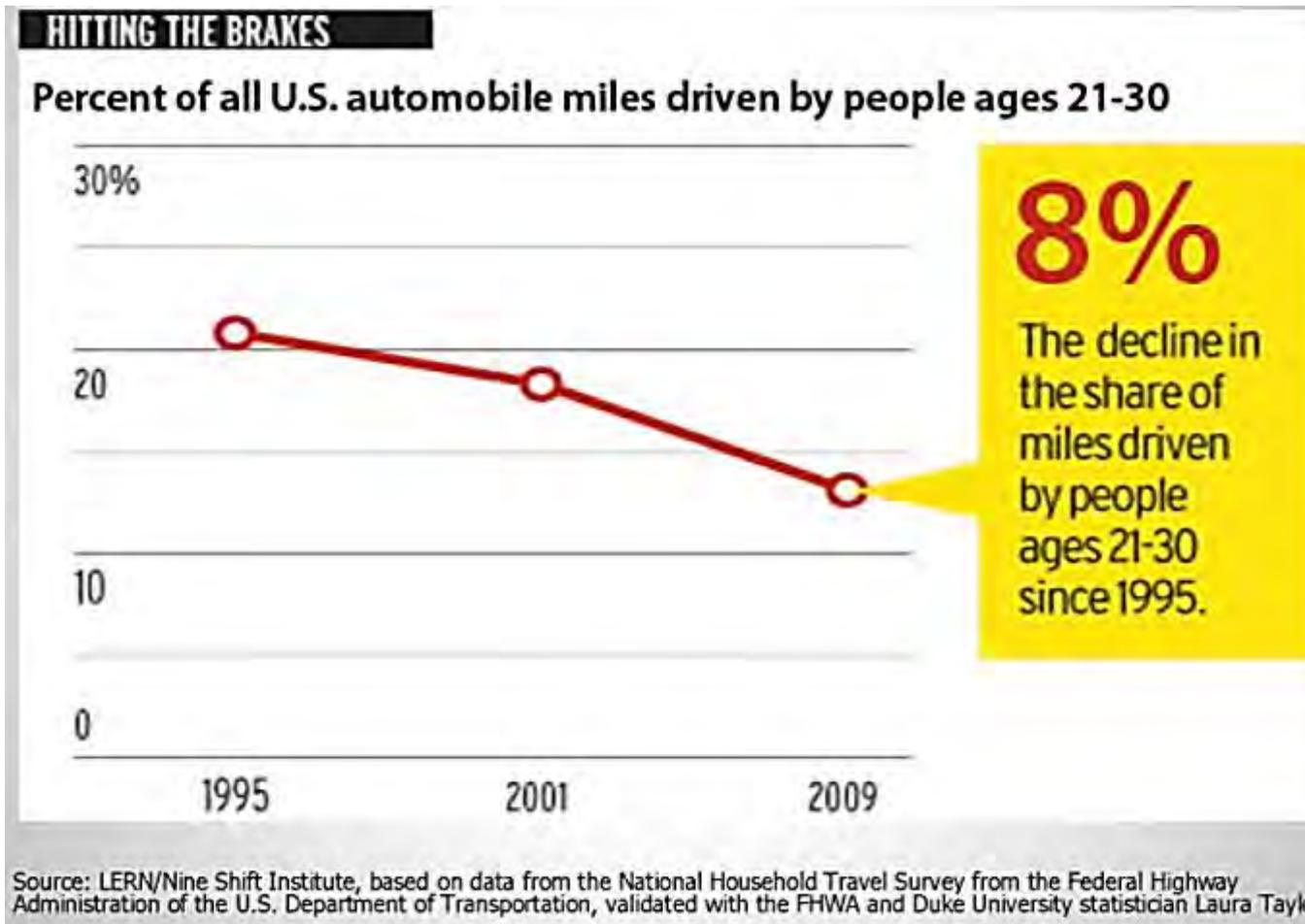


Bay Area Commute Modes 2010

# Is the digital revolution driving a decline in U.S. Car Culture?



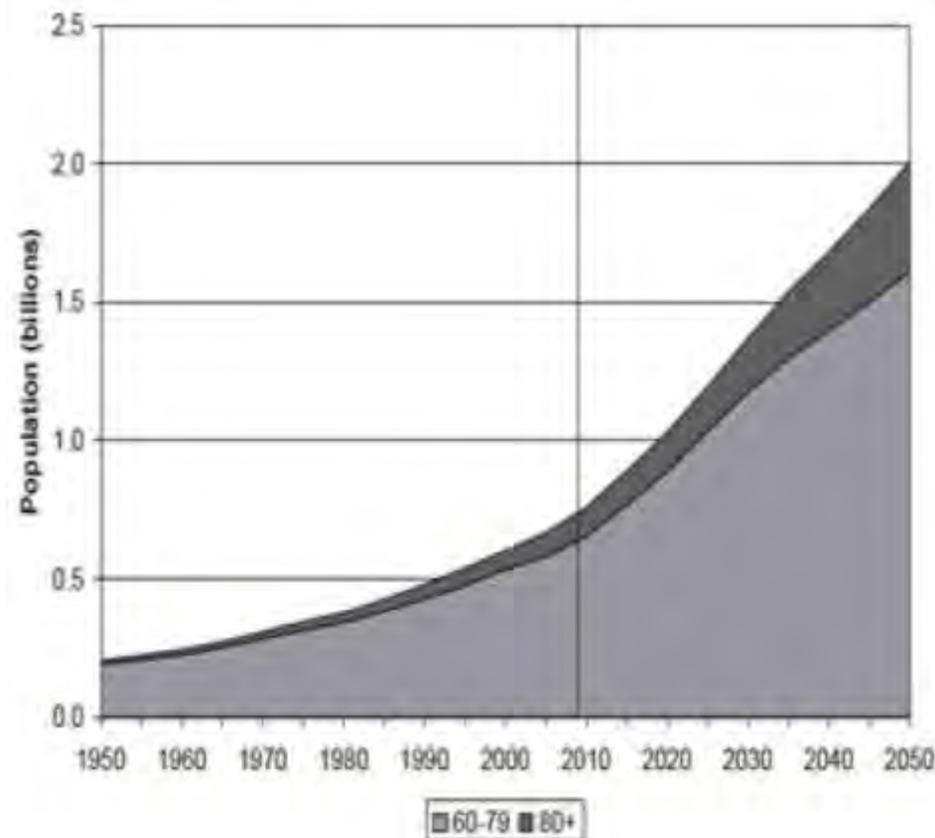
# Or is it the lifestyle changes of the Millennial Generation?



# Or is it the graying of societies the world over?

## World Data

Source: United Nations, 2010

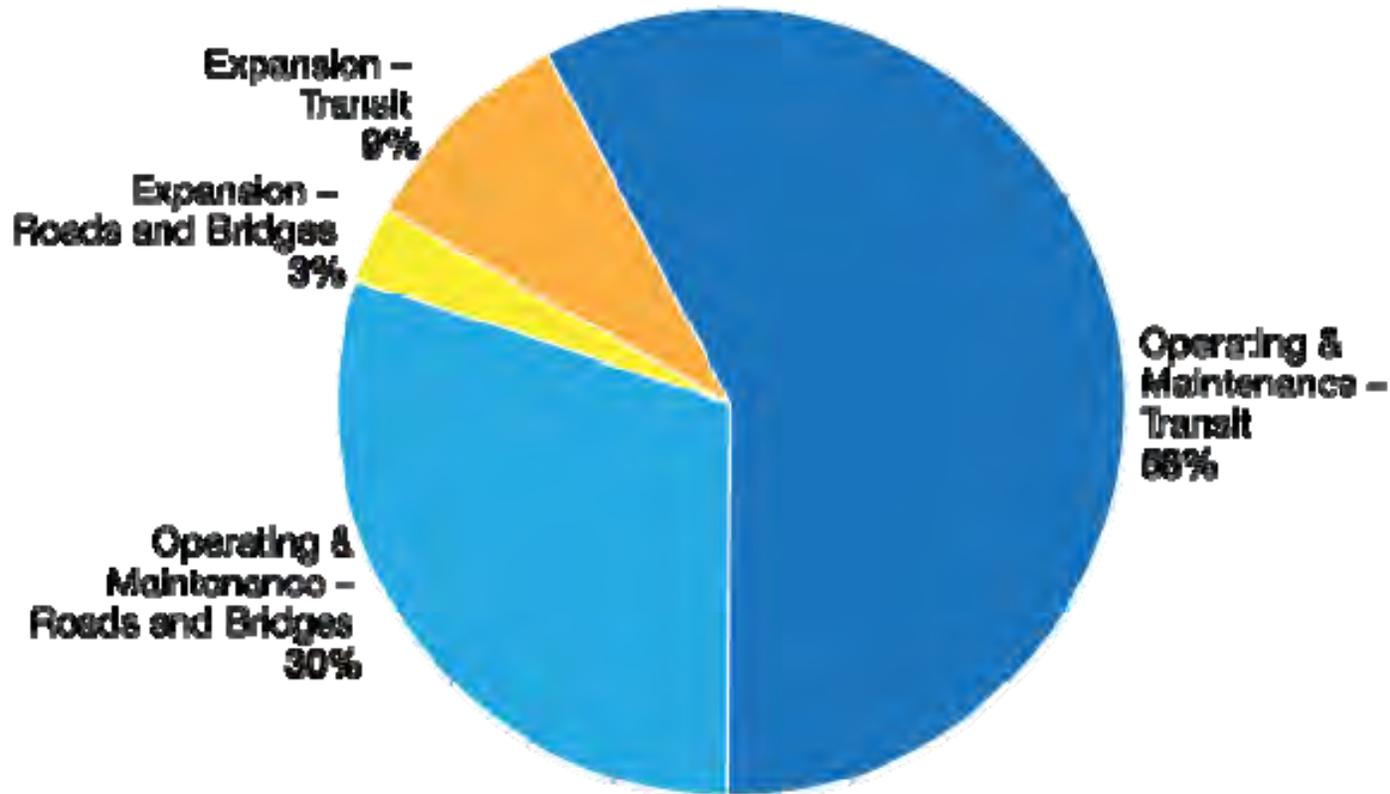


# Or is it just those U.S. “Baby Boomers?”

- 10,000 U.S. “Baby Boomers” will turn 65 every day for next two decades.



# Plan Bay Area – \$277 billion Investment Strategy by Function



88% Operations and Maintenance  
67% Public Transit



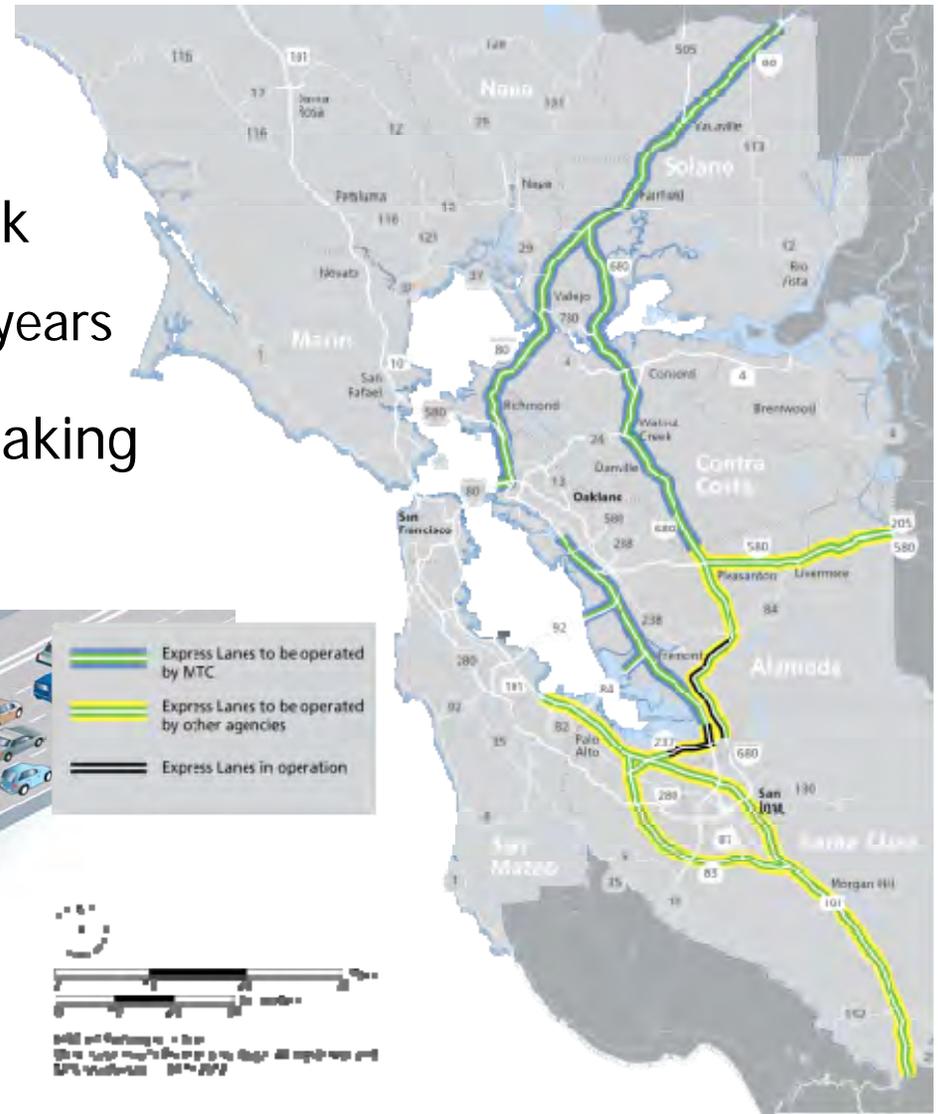
# ITS Building Blocks

- 511 traveler information
- Clipper® electronic fare payment
- FasTrak® Electronic toll collection
- Freeway Service Patrol
- Freeway Performance Initiative (ramp metering)
- Program for Arterial System Synchronization (PASS)



# Regional Express Lane System

- 570 miles in multiple phases
- Build on success of HOV network
  - 450 carpool miles in past 20+ years
- Offer reliable travel option by making better use of excess HOV lane capacity



# Transit Performance Initiative

## Approach

- Performance improvements in major transit corridors
- Improvements in ridership and service productivity

## Performance Targets

- Reduce per-capita GHG emissions
- Reduce VMT per capita
- Increase non-auto mode share



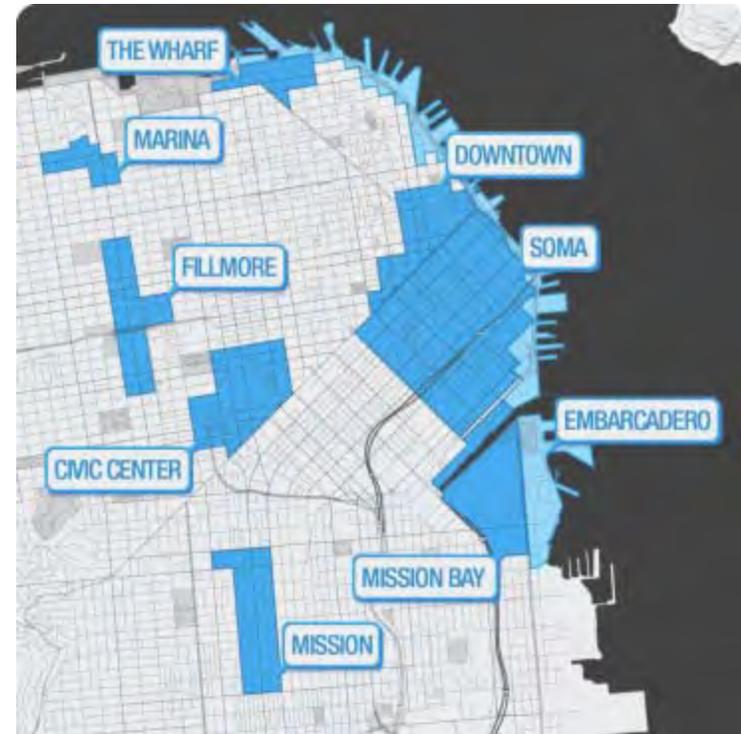
# Bay Area Bike Share Pilot

- 700 bicycles in San Francisco, Mountain View, Redwood City, Palo Alto & San Jose
- 1470 members in San Francisco
- 870 members in other cities
- 24,000 trips since launch



# SF park

CIRCLE LESS, LIVE MORE



SPACES	GARAGE
500	5TH & MISSION
150	PORTSMOUTH
0	PERFORMING ART



# Innovation Showcase: Car/Vehicle Sharing

## Car-sharing (A2A)



## Car-sharing (A2B)

DriveNow

Select City

- USA
  - San Francisco
- Deutschland
  - Berlin
  - Duesseldorf
  - Munich

BMW, Mercedes-Benz

Price per day: \$12 (for 20 minutes)

Price per hour: \$0.32 (for each additional hour)

Price per day: \$90 (for 24 hours and 100 miles)

# scoot

Speedy, fun, electric scooters you can ride anywhere in the city.



Getaround JOIN TRIPS SIGN IN LIST YOUR CAR

Rent a car from someone nearby. [f JOIN NOW](#)

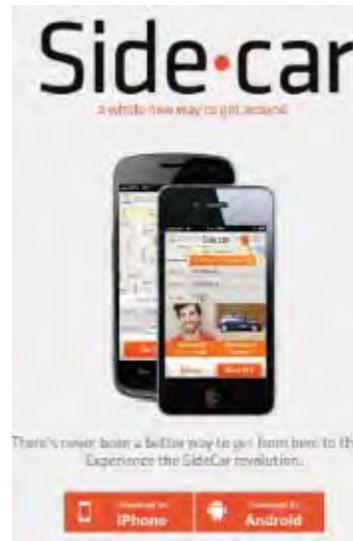
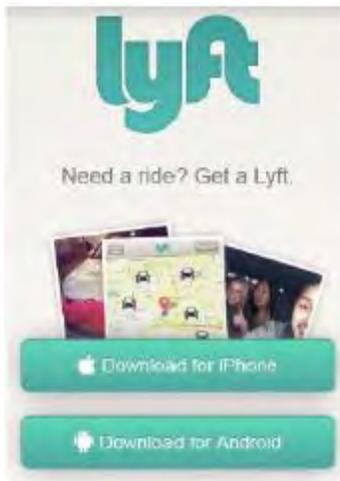
Convenient hourly rentals. Full insurance included.

<p>Audi TT \$18.25 / hour</p>	<p>Volkswagen Beetle \$8 / hour</p>	<p>Toyota Prius \$7.50 / hour</p>	<p>Honda Fit \$7 / hour</p>
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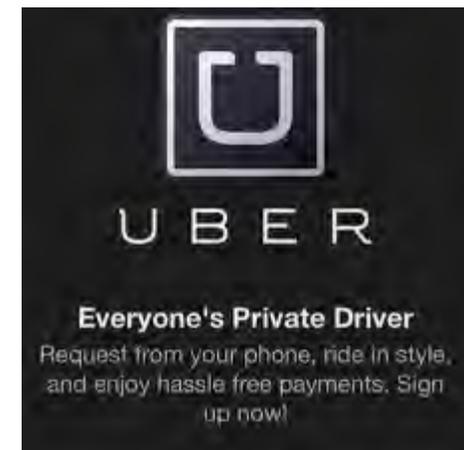
[All Rated Insurance](#)
[Advanced Identity Verification](#)
[24/7 Roadside Assistance](#)
[The Getaround CarKit](#)
[You're in Control](#)
[Trusted Community](#)



# Innovation Showcase: Dynamic Ridesharing



Carma (Avego)



# Innovation Showcase: Electric Vehicles

- **Electric vehicle charging stations**
- **Electrifying**
  - Municipal EV fleets
  - City CarShare fleet
- **Tribal Nation Electric Vehicles**



# Innovation Showcase: The Road Less Traveled



(photo Mathew Sumner/Special to Chronicle)



(photo Liz Haifalia/Chronicle)



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